

Media-Smart Youth

Fidelity Instrument

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Instructor's name:

Community organization:

Session date:

Number of participants:

Lesson 1: Welcome to Media-Smart Youth

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 1 activities.

Getting Started

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity A: What is the Media-Smart Youth Workshop?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Working Agreement

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: Red Light, Green Light

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Focus on Fruits and Vegetables

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 1 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 1?

_____ NO

_____ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 1 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?

_____ No

_____ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 1 objectives (as presented on page 43 of the curriculum manual)?

Youth are able to state the workshop purpose and topics

_____ Not at all successful

_____ Somewhat successful

_____ Mostly successful

_____ Completely successful

Youth are able to create a working agreement

_____ Not at all successful

_____ Somewhat successful

_____ Mostly successful

_____ Completely successful

Youth can name at least two qualities that make fruits and vegetables appealing to eat

_____ Not at all successful

_____ Somewhat successful

_____ Mostly successful

_____ Completely successful

Youth can list three ways to include fruits and vegetables in daily eating

_____ Not at all successful _____ Somewhat successful _____ Mostly successful _____ Completely successful

If you were less than “completely successful” for any of the Lesson 1 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 1?

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Lesson 2: Thinking About Media

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 2 activities.

Activity A: What are Media?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Media & Health—What is the Connection?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: It All Depends on Where you Sit

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: Whose Point of View Is It?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 2 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 2?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 2 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 2 objectives (as presented on page 67 of the curriculum manual)?

Youth are able to list four types of media

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth are able to name three purposes of media

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can explain at least two ways that media can affect health behaviors

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can explain the media concept of point of view

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

If you were less than “completely successful” for any of the Lesson 2 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 2?

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Lesson 3: Asking Questions

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 3 activities.

Activity A: More Than One Kind of Kid

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: The 6 Media Questions

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: The Director Says...

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: And...Action!

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 3 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 3?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 3 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 3 objectives (as presented on page 93 of the curriculum manual)?

Youth are able to define the concept of target audience

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth are able to name at least two characteristics of a youth audience

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can recognize the 6 Media Questions

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can use the 6 Media Questions to analyze selected media examples

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can explain that media messages often promote a specific action

_____ Not at all successful _____ Somewhat successful _____ Mostly successful _____ Completely successful

If you were less than “completely successful” for any of the Lesson 3 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 3?

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Lesson 4: Nutrition Know-How...Eat It Up!

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 4 activities.

Activity A: Hurray for Whole Grains

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Cutting Back on Fat and Added Sugar

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: A Cool Wind Blows

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: Creating a Nutrition Poster

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 4 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 4?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 4 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 4 objectives (as presented on page 121 of the curriculum manual)?

Youth are able to name two benefits of a diet rich in whole-grain foods

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth are able to list at least three types of whole-grain foods

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can identify a whole-grain food from information presented in the ingredient list and on the Nutrition Facts label

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can name three ways to include whole-grain foods in daily eating

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can name two foods that are high in fat

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can name two foods that are high in added sugar

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can explain the importance to health of reducing intake of fat and added sugar

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can list three ways to reduce fat or added sugar in daily eating

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can create food-related health messages for an audience of young people

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

If you were less than “completely successful” for any of the Lesson 4 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 4?

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Lesson 5: Motion Commotion—What is Being Active?

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 5 activities.

Activity A: What is Physical Activity?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Activities Fit to be Tried

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: Physical Activity Jingles

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 5 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 5?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 5 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 5 objectives (as presented on page 149 of the curriculum manual)?

Youth can explain what it means to be physically active

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can explain why physical activity is important to good health

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can calculate their pulse rate while at rest and after varying levels of physical activity

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can write a media message to promote physical activity to their peers

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

If you were less than “completely successful” for any of the Lesson 5 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 5?

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Lesson 6: Visiting a Grocery Store

1. How long did the lesson last?

2. Please indicate if or to what extent you addressed each of the following Lesson 6 activities.

Option 1: Going to the Grocery Store

_____ NO _____ YES

Option 2: Bringing the Grocery Store to You

_____ NO _____ YES

Activity A: What's on a Label?

_____ Not at all _____ Somewhat _____ Mostly _____ Completely

Activity B: Mini-Production: Write a Song or Do an Internet Scavenger Hunt (Optional)

_____ Not at all _____ Somewhat _____ Mostly _____ Completely

Action Break: Playground Games

_____ Not at all _____ Somewhat _____ Mostly _____ Completely

Finishing Up the Lesson

_____ Not at all _____ Somewhat _____ Mostly _____ Completely

3. Based on your responses to Question 2, if there are Lesson 6 activities that were NOT addressed "completely" (i.e., addressed "not at all," "somewhat," or "mostly"), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 6?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 6 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 6 objectives (as presented on pages 179 (Option 1) and 201 (Option 2) of the curriculum manual)?**Option 1 Objectives**

Youth can identify serving size, fat, fiber, and added sugar content on a Nutrition Facts label

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can apply nutrition information about fat, fiber, and added sugar content to food choices

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Option 2 Objectives

Youth can use the Nutrition Facts label to determine serving size, fat, and fiber content

_____ Not at all successful _____ Somewhat successful _____ Mostly successful _____ Completely successful

Youth can present a song, rap, or chant about going to the grocery store

_____ Not at all successful _____ Somewhat successful _____ Mostly successful _____ Completely successful

If you were less than “completely successful” for any of the Lesson 6 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 6?

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Lesson 7: The Power of Advertising

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 7 activities.

Activity A: What is Advertising?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Thinking About Body Image

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: Let's Do Yoga

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: Omission Mission

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 7 activities that were NOT addressed "completely" (i.e., addressed "not at all," "somewhat," or "mostly"), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 7?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 7 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 7 objectives (as presented on page 227 of the curriculum manual)?

Youth can name at least three ways that youth are exposed to advertisements

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can explain at least two ways that ads can influence food choices

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can describe the influence of the media on body image

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can explain the media concept of “omission”

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can identify information missing from an advertisement

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

If you were less than “completely successful” for any of the Lesson 7 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 7?

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Lesson 8: Super Snacks and Better Bones

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 8 activities.

Activity A: Foods in the Media and Thinking about Packaging

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Building Better Bones

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: Weight-Bearing Fun

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: Your Attention, Please!

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 8 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 8?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 8 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 8 objectives (as presented on page 257 of the curriculum manual)?

Youth can explain two ways that advertisements and packaging can influence food choices

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can list at least two ways to reduce fat or added sugar when eating packaged snack foods

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can describe the importance of calcium and physical activity for building and maintaining strong bones and teeth

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can name at least two types of weight-bearing physical activities

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can name two calcium-rich foods

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can use the Nutrition Facts label to find the calcium content of a food

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

Youth can describe at least three techniques that can capture a viewer's attention to a message

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

If you were less than “completely successful” for any of the Lesson 8 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 8?

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Lesson 9: Making Smart Choices Fun and Easy

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 9 activities.

Activity A: Being Active: What Makes it Easy? What Makes it Hard?

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: Get In the Action!

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: The Human Knot

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: Mini-Production: Get Out the Vote! Choose Your Big Production Media Format

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 9 activities that were NOT addressed “completely” (i.e., addressed “not at all,” “somewhat,” or “mostly”), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 9?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 9 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 9 objectives (as presented on page 289 of the curriculum manual)?

Youth can name at least two factors that make it easy to be physically active every day

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can name at least two factors that make it hard to be physically active every day

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can identify at least two specific actions they will take to improve nutrition or physical activity

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

Youth can choose a media format for the Big Production

☐ Not at all successful ☐ Somewhat successful ☐ Mostly successful ☐ Completely successful

If you were less than “completely successful” for any of the Lesson 9 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 9?

Media-Smart Youth

Fidelity Instrument

The following instrument is designed to provide information about how you are implementing the Media-Smart Youth curriculum. This information will be used as part of the Media-Smart Youth evaluation for both program improvement (e.g., to modify lessons that are not well received or add to lessons that may be lacking in content), and to provide a context for interpreting the pre and posttest survey results.

There is one instrument for each of the 10 Media-Smart Youth lessons, as well as one for the Pre-Curriculum Activity. Please check to be sure you are completing the instrument that corresponds to the lesson you just completed. That is, if you just completed Lesson 1, be sure you are completing the instrument for Lesson 1. It is important that you complete the instrument as soon after each lesson as possible. Completing the instrument immediately after each lesson will help ensure that information about the lesson is still fresh in your mind. Please try to be as thorough and complete as possible when completing the instrument.

Thank you very much for taking the time to provide this important information.

Instructor's name:

Community organization:

Session date:

Number of participants:

Lesson 10: Making Smart Choices Fun and Easy

1. How long did the lesson last?

2. Please indicate to what extent you addressed each of the following Lesson 10 activities.

Activity A: This Message Brought to You By...

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity B: The 6 Media Questions from the Production Point of View

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Action Break: Walkin' in Style

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Activity C: 3 Ps of Production

____ Not at all ____ Somewhat ____ Mostly ____ Completely

Finishing Up the Lesson

____ Not at all ____ Somewhat ____ Mostly ____ Completely

3. Based on your responses to Question 2, if there are Lesson 10 activities that were NOT addressed "completely" (i.e., addressed "not at all," "somewhat," or "mostly"), please help us understand why.

4. Do you feel that you were adequately trained to implement Lesson 10?☐ NO☐ YES

4a. If you answered “No” to Question 4, please tell us what additional training or resources would have been helpful to you in implementing Lesson 10 as intended.

5. Are there topics that you covered during this lesson that are not part of the Media-Smart Youth curriculum?☐ No
☐ Yes (If you check “Yes,” please identify each topic and the activities (e.g., discussion, role plays, invited speakers) used to address each one.)

6. Overall, how successful were you in achieving each of the following Lesson 10 objectives (as presented on page 315 of the curriculum manual)?

Youth can explain why it is important to know the sponsor of a message

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can create a Big Production team

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can create a media message using the 6 Media Questions

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can explain the three phases of media production

☐ Not at all successful☐ Somewhat successful☐ Mostly successful☐ Completely successful

Youth can describe the roles youth may play during each media production phase

____ Not at all successful ____ Somewhat successful ____ Mostly successful ____ Completely successful

If you were less than “completely successful” for any of the Lesson 10 objectives, please help us understand why.

7. Is there anything else you would like to tell us about the challenges and successes you experienced while implementing Lesson 10?
